

**CLAIMS:**

1. A beverage dispensing assembly which includes light emitting means adapted to project a beam of light generally upwardly, which beam is adapted to communicate information to consumers.
2. An assembly according to Claim 1 wherein said beam is adapted to impinge on screen means located thereabove.
3. An assembly according to Claim 2 wherein said screen means is a ceiling.
4. An assembly according to Claim 2 wherein said beam is adapted to pass through an information-containing member, which information is thereby displayed on said screen means.
5. An assembly according to Claim 1 wherein said beam is adapted to move within the confines of a cone having a generally vertical axis and a cone angle of not more than about 60°.
6. An assembly according to Claim 1 wherein said light is visible light.
7. An assembly according to Claim 1 wherein said movement results in said beam successively traversing sequential elements of a message already located on said screen.
8. An assembly according to Claim 4 wherein said information is indicative of a type or brand of beverage which the device is adapted to dispense.
9. A beverage dispensing assembly comprising in combination, a dispensing tap for dispensing a beverage, said tap having a handle and a tap opening and closing mechanism and being adapted to be attached to a counter, and light emitting means adapted to project a beam of light generally upwardly, which beam is adapted to communicate information to consumers and to contact information displaying surface thereabove.
10. An assembly according to Claim 9 wherein said surface is screen means.

11. An assembly according to Claim 10 wherein said beam carries information which is displaced on said screen.
12. An assembly according to Claim 11 wherein said information is indicative of a type or brand of beverage which the device is adapted to dispense.
13. An assembly according to Claim 10 wherein said beam is adapted to move within a vertically oriented cone having a cone angle of not more than about 60°.
14. An assembly according to Claim 13 wherein movement of said handle cause said beam to move.
15. A promotional and beverage dispensing device comprising the combination of a dispensing assembly having a dispensing tap for dispensing a beverage, said tap having a handle and tap opening and closing means and being adapted to be carried by a support, and light emitting means adapted to project a beam of light generally upwardly, said beam being adapted to communicate information to consumers and information displaying means located thereabove adapted to receive said beam of light.
16. A device according to Claim 15 wherein said beam is adapted to move but only within the confines of a cone having a generally vertical axis and a cone angle of not more than about 60°.
17. A device according to Claim 15 wherein said beam is adapted to move in response to movement of said taps.
18. A device according to Claim 15 wherein said information displaying means is a ceiling.
19. A device according to Claim 15 wherein said information is indicative of a type or brand of beverage adapted to be dispensed by said device.
20. A method of promoting a beverage by visually importing information relating to said beverage via a device as claimed in Claim 1, 9 or 15.